

Turns With A Bookworm

By MARGARET METCALF

Tom Whiteside, sponsored by Oxford, says **THE RELAXED SELL**. Do they? And how? And why should they? Although if you are ever beguiled by the many self-help books that flow like Niagara over the publishers' presses you will know by now that the key to every door of life and beyond is in one word "**RELAX**." With the sharply-pointed assistance of Robert Osborn who enlivens *Look*, the *New Yorker* and *Life* et al, he takes you behind the scenes or rather smack into the center of a lot of racketty promotion offices. Here is TV and how the big advertisers get that way. It also explains why some viewers are more spell-bound by flying beef-bottles and singing cough-drops than by compelling oratory.

There's the tie-up of Willy Ley with Superman. Would you ever guess that Tom Corbet, the Space-Cadet and the monsters he meets are passed on for reasonable authenticity by this scientist? But I'll add, a scientist with a feeling for fiction and the space-fan. You can talk about Paralo-Rays but not Disintegrator-Rays . . . don't ask me why. Nor the secret of Borden's Elsie the Cow "one of the strongest personalities in public life, combining the role of Mother and Career Woman" . . . and Elsie has the keys to 74 cities. As for the Amphibious Pen and the escapades of Reynolds or Soap-Operas and how they get written and what happens to a "Dialoguer" when he amputates the leg of a beloved character too hastily. . . . And all those gag-meters whereby they judge the effectiveness of commercials or the comedians' jokes and that Psycho-galvanometer that probes the American mind, what there is of it.

This picture of the fantastic world of merchandising and advertising is written from direct observation if with tongue in cheek. It may make your head spin and start an ulcer but it's theirs and not yours. Where does relaxation come in? Just blow the smoke out slowly.

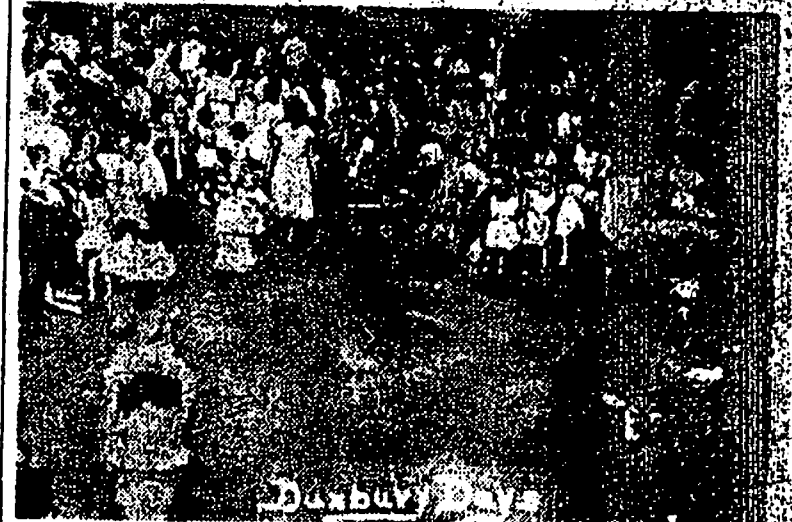
Progress Report Of The Library

For the first four months of 1954 the Duxbury Free Library reports a continued increase in the number of books circulated and in the Library's services to the community.

January, February, March and April showed increases, respectively, of 497, 688, 585 and 856 over the figures for the same months of 1953. Total April circulation was 3319, almost three times that of April 1951.

Since Jan. 1, 207 borrowers have registered—187 for the first time since September teachers and pupils of the elementary school have been coming for a "Library Hour." Says Mrs. John Fignic, Librarian: "One need only hear the requests which come from these boys and girls (even from first-graders) to realize these inquiries are serious." (Library cards are given children on their first visit if they do not have one.) "These visits," says Mrs. Fignic, "have developed until now all classes from Grade One through Grade 6 have made many trips to the Library, Thursday is 'Library Day' and from 10

DOLL CARRIAGE PARADE



Another traditional feature of Family Day at Train Field, is the Doll Carriage Parade. There will be cash prizes this year for the most patriotic, prettiest and most unusual entries.

a.m. until 8 p.m. the Library is alive with boys and girls from 6 to 10 or 12. On May 27, 870 books were issued, the largest circulation ever recorded for one day. Of these, 275 were issued to juniors, 75 to adults. In recent weeks teachers have had to bring classes Fridays because there was not enough room on Thursday. High schoolers come afternoons for books for outside reading.

Good Habit

"It is the wish of all associated with this work," says Mrs. Fignic, "that these Library visits will stimulate an interest in the appreciation and love of books and develop a life-time library habit. All interested in the welfare of children need only read Dr. Frederic Wertham's new book, **THE SEDUCTION OF THE INNOCENT**, which deals with the pernicious influence of the millions of comic books published yearly, to understand how important it is that children be introduced to good books and have access to them as early in life as possible."

Duxbury children are eligible for library cards as soon as they are ready to print their first names.

You get more car for less

You get the most dollar-for-dollar value in a new Ford. And at trade-in time, Ford returns more of its original price . . . so it costs you less to own and drive.

(and the payments are easy)

You get tomorrow's styling

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TAXI SERVICE